

DRAFT
Pedestrian Safety Advisory Committee
January 10, 2006
Minutes

Name	1/10/06	3/21/06	5/16/06	7/18/06	9/19/06	11/21/06
William Arnold						
William Bronrott	✓					
Deborah Brown	✓					
Larry Cole	✓					
Tom Fitzpatrick	✓					
William Frick	✓					
Art Holmes						
Linda Katz Sobel	✓					
Erwin Mack						
Tom Manger						
Pam Miller	✓					
Sue Morris	✓					
Sylvia Morrison						
Marilyn Praisner						
Kathy Porter	✓					
Deborah Snead	✓					
Staff:						
Lisa Rother	✓					
Ronald Smith	✓					
Pat Bradley	✓					

1. **Introductions** - Pam Miller welcomed the Committee members, guest and staff to the meeting, which was held at the Executive Office Building in Rockville. It was announced that this was Pam's last meeting as a member of the committee and as the Chair. Matthew Greene, staff at MNCPPC, attended as a guest.
2. **Review/approve November 15, 2005 Minutes** – The motion to approve the minutes was approved by the Committee, with amendments.
3. **Meeting Schedule for 2006** – It was agreed by the Committee that meetings will take place the third Thursday of every other month, beginning in March 2006 at 7 p.m. The location of the meetings will rotate throughout the County. Takoma Park and Friendship Heights have both requested meetings in their communities.
4. **Update on Budget Meeting with CAO and Funding Issues** – Larry Cole, Ron Smith, Pam Miller, Bill Bronrott, and Lisa Rother met with Bruce Romer, Chief Administrative Officer and Beverly Swaim-Staley, Director of the Office of Management and Budget on December 12, 2005. The following items were highlighted at the meeting:
 - Education: While maintaining an overall public education campaign for pedestrian safety, the County should focus its efforts on specific targeted populations each year. The County's most at-risk populations include Latinos, elderly, and children. The County and Committee should choose one for each year (possibly Latino in 2006) while maintaining an overall public education campaign. Continuing children's programs (See: Blair Walk Project) is

paramount, as this messaging tends to “trickle up” to parents, thus reaching a larger audience

- **Engineering:** Greater effort needs to be put into implementing projects holistically, addressing the needs of all users when doing any project and making them the most cost-effective. Opportunities for funding projects with Transportation Enhancement money should be explored, and opportunities for cost-sharing with the State - on whose roads most of the county’s pedestrian fatalities exist - should also be explored.
- **Enforcement:** Enforcement must target pedestrians and drivers alike, and needs to address the speeding problem as a general safety issue that, if controlled, will minimize pedestrian conflicts with vehicles.

Staff and the Committee will follow up on these items during the County Council review of the Capital Improvements Program and the Operating Budget.

Discussion followed on the Street Smart Campaign. This public education campaign, managed by the Metropolitan Washington Council of Governments, seeks to educate citizens about driving and walking safely. In the past, it was targeted to male drivers in the 18-35 year old age range. This year’s plans call for an expansion of that target audience, as well as adding in a target for pedestrians, especially those in the Latino community. Montgomery County provided significant startup funds to the campaign and is contributing \$10,000 this year. COG is proposing that all local governments contribute at a rate of 5cents per capita, which for Montgomery County would be approximately \$45-\$50 thousand dollars.

Pam Miller and Tom Fitzgerald discussed how the Street Smart campaign should become more like the Smooth Operator campaign, also a regional messaging campaign. Most of the efforts in this campaign are targeted at discouraging drunk drivers and encouraging seat belt use. Kathy Porter told the group that Councilmember Mike Knapp would be head of the Transportation Planning Board at COG this year and will be in a position to influence the campaign and its outcomes.

- 5. Appointment of new Chair for PSAC** – The Committee unanimously recommended that Bill Frick be recommended as the new committee chair. Staff will forward his name to Mr. Duncan for action.
- 6. Committee/Subcommittee Structure** – The Committee agreed that the existing subcommittee structure with an Executive Committee, Education and Enforcement Subcommittee, Engineering Subcommittee, and Legislative Subcommittee continued to be appropriate. Meetings of the committees will be scheduled between full PSAC meetings. It was determined that the committees need to collaborate more intensively than is currently being done.

- 7. Setting Priorities for 2006** – The committee discussed how documentation and feedback could be improved between the County and the Committee, and how the role of the Committee is to be advisory. Members want to continue to build on the success of the Blue Ribbon Committee recommendations. Pam Miller suggested that it was appropriate for the Committee to maintain fluidity in its plans to be able to respond to issues that arise, but there was a need to work specifically on programs including Safe Routes to School and Pedestrian Accommodation during construction. It was mentioned that the bicycle advocates are better organized than pedestrian advocates, and committee members believe that the bike organization model should be followed.

Discussion took place about public forums to hear from specific communities and it was decided that such forums would be undertaken in 2006. The Executive Committee will be meeting to work out the logistical and programmatic formats for these forums.

- 8. Adjournment** – The meeting was adjourned at 9:10 p.m.